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## Amendments to the Claims

The listing of claims presented below will replace all prior versions, and listings, of claims in the application.

**Listing of claims:**

1. (**Currently Amended**) An information providing system comprising:

a unit for receiving contents and a contents code corresponding to the contents;

a storage unit which stores the contents and the contents code;

a code reading unit which reads the contents code from a paper-type display medium on which the contents code is recorded; and

a control unit which obtains the contents corresponding to the contents code read by the code reading unit from the storage unit and displays the contents on the paper-type display medium,

**wherein the control unit records a code indicating a times-of-use, which is a number of times the contents are displayed on the paper-type display medium, on the paper-type display medium,**

**wherein the code reading unit comprises a unit which reads a code indicating a limited times-of-use from the paper-type display medium and a unit which reads the times-of-use from the paper-type display medium, and**

**wherein the control unit displays the contents on the paper-type display medium when the times-of-use is smaller than the limited times-of-use.**

2. (**Canceled**)

3. (**Canceled**)

4. (**Currently Amended**) The information providing system according to claim [[3]] 1, wherein the control unit displays the limited times-of-use and the times-of-use on the paper-type display medium.

5. (**Original**) The information providing system according to claim 1, wherein the control

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unit comprises:

a list presenting unit which presents a list of information related to a plurality of contents corresponding to the contents code read by the code reading unit; and

a unit which displays the contents selected from the list by a user on the paper-type display medium.

6. **(Currently Amended)** The information providing system according to claim 1, wherein the paper-type display medium comprises:

a contents display portion in which the contents are displayed[[,]]; and

an invariable code recording portion in which the contents code is recorded in an unalterable state.

7. **(Currently Amended)** The information providing system according to claim [[3]] 1, wherein the paper-type display medium comprises:

a contents display portion in which the contents are displayed[[,]];

an invariable code recording portion in which the contents code and a code indicating the limited times-of-use in an unalterable state[[,]]; and

a variable code recording portion in which a code indicating the times-of-use in an alterable state.

8. (Original) The information providing system according to claim 7, wherein characteristic information of the paper-type display medium itself necessary to display the contents on the paper-type display medium is recorded in the invariable code recording portion.

9. (Withdrawn) A paper-type display medium comprising: an invariable code recording portion in which a contents code assigned to contents is recorded in an unalterable state; and a contents display portion in which the contents are displayed.

10. (Withdrawn) The paper-type display medium according to claim 9, further comprising a base material and a display layer formed on the base material, and

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wherein the invariable code recording portion is formed between the base material and the display layer.

11. (Withdrawn) The paper-type display medium according to claim 9, wherein characteristic information of the paper-type display medium itself necessary to display the contents on the paper-type display medium is recorded in the invariable code recording portion.

12. (Withdrawn) The paper-type display medium according to claim 9, wherein a code indicating a limited times-of-use, which is a number of times the contents corresponding to the contents code is displayable, is recorded in the invariable code recording portion, and wherein the paper-type display medium further comprises a variable code recording portion in which a code indicating a times-of-use, which is a number of times the contents are displayed on the paper-type display medium, is recorded in an alterable state.

13. (Withdrawn) The paper type display medium according to claim 12, further comprising a base material and a display layer formed on the base material, and wherein the variable code recording portion and the contents display portion are formed on the base material.

14. (Withdrawn) An information providing system comprising: a display device which displays contents; a unit which receives the contents and a contents code corresponding to the contents code; a storage unit which stores the contents and the contents code; a code reading unit which reads the contents code from a paper-type display medium on which the contents code is recorded; and a control unit which obtains the contents corresponding to the contents code read by the code reading unit from the storage unit and displays the contents on the display device.

15. (Withdrawn) The information providing system according to claim 14, wherein the control unit obtains the contents corresponding to the contents code read by the code

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reading unit from the storage unit, and displays the contents on the paper-type display medium.

16. (Withdrawn) The information providing system according to claim 15, wherein the contents include still picture contents of still picture and/or moving picture contents of moving picture, and wherein the control unit displays the still picture contents on the paper-type display medium and/or the display device, and displays the moving picture contents on the display device.

17. (Withdrawn) The information providing system according to claim 14, wherein the control unit comprises: a list presenting unit which presents a list of information related to a plurality of contents corresponding to the contents code read by the code reading unit; and a unit which displays the contents selected from the list by a user on the paper-type display medium and/or the display device.

18. (Withdrawn) The information providing system according to claim 14, wherein the paper-type display medium comprises a contents display portion in which the contents are displayed, and an invariable code recording portion in which the contents code is recorded in an unalterable state.

19. (Withdrawn) The information providing system according to claim 14, wherein the paper-type display medium comprises an invariable code recording portion in which the contents code assigned to the contents is recorded in an unalterable state, and a contents display portion in which the contents are displayed, and wherein the paper-type display medium is formed in a manner integrated with a printed matter associated with the contents.

20. (Withdrawn) The information providing system according to claim 19, wherein the paper-type display medium has an identical layout to the printed matter.

21. (Withdrawn) A paper-type display medium comprising an invariable code recording

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portion in which contents code assigned to contents is recorded in an unalterable state
and a contents display portion in which the contents are displayed, and formed in a
manner integrated with a printed matter associated with the contents.

22. (Withdrawn) An information providing system comprising: a contents receiving unit
for receiving contents and a contents code corresponding to the contents; a storage unit
which stores the contents and the contents code; a contents code reading unit which
reads the contents code from a paper-type display medium on which the contents code
is recorded; an arbitrary information reading unit which reads an arbitrary information of
a user from the paper-type display medium on which the arbitrary information of the
user is set; a contents obtaining unit which obtains the contents corresponding to the
contents code read by the contents code reading unit; and a control unit which displays
the contents obtained by the contents obtaining unit on the paper-type display medium
based on the arbitrary information read by the arbitrary information reading unit.

23. (Withdrawn) The information providing system according to claim 22, wherein the
arbitrary information of the user is set in such a manner that the user uses a recording
device to record the arbitrary information on the paper-type display medium, and the
arbitrary information is rewritable.

24. (Withdrawn) The information providing system according to claim 22, wherein the
arbitrary information of the user is set by selecting and recording one of a plurality of
check boxes on the paper-type display medium.

25. (Withdrawn) The information providing system according to claim 22, wherein the
paper-type display medium comprises a contents display portion in which the contents
are displayed, an invariable code recording portion in which the contents code is
recorded in an unalterable state and an arbitrary information recording portion in which
the arbitrary information of the user is recorded.

26. (Withdrawn) An information providing system comprising: a program receiving unit

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which receives program and a program code corresponding to the program; a program
code reading unit which read the program code from a paper-type display medium on
which the program code is recorded; a program reproducing unit which reproduces the
program corresponding to the program code read by the program code reading unit; a
time information calculating unit which calculates a time information related to the
program reproduced by the program reproducing unit; a contents receiving unit which
receives contents and a contents code corresponding to the contents; a contents
storage unit which stores the contents and the contents code; a contents code reading
unit which reads the contents code from the paper-type display medium on which the
contents code is recorded; a display permission information reading unit which reads
display permission information from the paper-type display medium on which the display
permission information is recorded; a contents obtaining unit which obtains the contents
corresponding to the contents code read by the contents code reading unit from the
contents storage unit; and a control unit which displays the contents obtained by the
contents obtaining unit on the paper-type display medium based on a presence or
absence of reproduction of the program, the time information calculated by the time
information calculating unit and the display permission information read by the display
permission information reading unit.

27. (Withdrawn) The information providing system according to claim 26, wherein the
time information is a time period elapsed after starting reproduction of the program,
wherein the display permission information is a constant time period that has passed
after starting the reproduction of the program set in order to permit display of the
contents, and wherein the control unit displays the contents on the paper-type display
medium when the time information is larger than the display permission information.

28. (Withdrawn) The information providing system according to claim 26, wherein a
plurality of display permission information can be set for single contents.

29. (Withdrawn) The information providing system according to claim 26, wherein the
program reproducing unit comprises: a program storing unit which stores the program

received by the program receiving unit and the program code corresponding to the program; and a unit which obtains and reproduces the program corresponding to the program code read by the program code reading unit from the program storing unit.

30. (Withdrawn) The information providing system according to claim 26, wherein the program reproducing unit reproduces the program which the program receiving unit is receiving on a real-time basis.

31. (Withdrawn) A paper-type display medium comprising: an invariable code recording portion in which a contents code assigned to contents is recorded in an unalterable state; a recording portion in which the contents are displayed; and an arbitrary information recording portion in which arbitrary information of user is recorded.

32. (Withdrawn) The paper-type display medium according to claim 31, wherein the arbitrary information recording portion comprises check boxes, and the arbitrary information is set in such a manner that the user records the arbitrary information on the check box by using a recording device.

33. (Withdrawn) The paper-type display medium according to claim 31, wherein a display permission information indicating a time limitation to display the contents on the paper-type display medium is recorded in the invariable code recording portion

34. (**Currently Amended**) An information providing system comprising:

       a contents receiving unit which receives contents;

       a contents storing unit which stores the contents;

       a contents code reading unit which reads a contents code and an attribute code from a paper-type display medium on which the contents code and the attribute code are recorded;

       a contents obtaining unit which obtains the contents corresponding to the contents code and the attribute code read by the contents code reading unit from the contents storing unit; and

a control unit which displays the contents obtained by the contents obtaining unit
on the paper-type display medium,

**wherein the control unit records a code indicating a times-of-use, which is
a number of times the contents are displayed on the paper-type display medium,
on the paper-type display medium,**

**wherein the code reading unit comprises a unit which reads a code
indicating a limited times-of-use from the paper-type display medium and a unit
which reads the times-of-use from the paper-type display medium, and**

**wherein the control unit displays the contents on the paper-type display
medium when the times-of-use is smaller than the limited times-of-use.**

35. (Withdrawn) An information providing system comprising: a contents receiving unit
which receives contents; a contents storing unit which stores the contents; a contents
selecting and editing unit which edits the contents stored in the contents storing unit and
arbitrarily selected by a user in one screen picture; and a control unit which displays the
contents edited by the contents selecting and editing unit on the paper-type display
medium.

36. (Withdrawn) An information providing system comprising: a contents receiving unit
which receives contents; a contents storing unit which stores the contents; a contents
code reading unit which reads a contents code and an attribute code from a paper-type
display medium on which the contents code and the attribute code are recorded; a
contents obtaining unit which obtains the contents corresponding to the contents code
and the attribute code read by the contents code reading unit from the contents storing
unit; a contents selecting and editing unit which edits the contents obtained by the
contents obtaining unit and arbitrarily selected by a user in one screen picture; and a
control unit which displays the contents edited by the contents selecting and editing unit
on the paper-type display medium.

37. (Original) The information providing system according to claim 34, wherein the
contents are provided as a program, and the contents receiving unit and the contents

storing unit are a digital broadcasting receiver.

38. (Withdrawn) A point system comprising: a reading and writing device for a paper-type display medium installed in a shop; a contents receiving unit which receives contents; a contents storing unit which stores the contents; a contents code reading unit which reads a contents code and an attribute code from a paper-type display medium on which the contents code and the attribute code are recorded; a contents obtaining unit which obtains the contents corresponding to the contents code and the attribute code read by the contents code reading unit from the contents storing unit; and a control unit which displays the contents obtained by the contents obtaining unit, on the paper-type display medium, together with point information.

39. (Withdrawn) A point system comprising: a reading and writing device for a paper-type display medium installed in a shop; a contents receiving unit which receives contents; a contents storing unit which stores the contents; a contents selecting and editing unit which edits the contents stored in the contents storing unit and arbitrarily selected by a user in one screen picture; and a control unit which displays the contents edited by the contents selecting and editing unit, on the paper-type display medium, together with point information.

40. (Withdrawn) A point system comprising: a reading and writing device for a paper-type display medium installed in a shop; a contents receiving unit which receives contents; a contents storing unit which stores the contents; a contents code reading unit which reads a contents code and an attribute code from a paper-type display medium on which the contents code and the attribute code are recorded; a contents obtaining unit which obtains the contents corresponding to the contents code and the attribute code read by the contents code reading unit from the contents storing unit; a contents selecting and editing unit which edits the contents obtained by the contents obtaining unit and arbitrarily selected by a user in one screen picture; and a control unit which displays the contents edited by the contents selecting and editing unit, on the paper-type display medium, together with point information.

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41. (Withdrawn) The point system according to claim 38, wherein the contents are

provided as a program, and the contents receiving unit and the contents storing unit are

a digital broadcasting receiver.


42. (**Currently Amended**) An information providing system comprising:

      a unit which receives contents and a contents code corresponding to the

contents;

      a storage unit which stores the contents and the contents code;

      a code reading unit which reads the contents code from an article on which the

contents code is recorded; and

      a control unit which obtains the contents corresponding to the contents code read

by the code reading unit from the ~~storing~~ <u>storage</u> unit and displays the contents on the

paper-type display medium<u>,</u>

      <u>wherein the control unit records a code indicating a times-of-use, which is</u>

<u>a number of times the contents are displayed on the paper-type display medium,</u>

<u>on the paper-type display medium,</u>

      <u>wherein the code reading unit comprises a unit which reads a code</u>

<u>indicating a limited times-of-use from the paper-type display medium and a unit</u>

<u>which reads the times-of-use from the paper-type display medium, and</u>

      <u>wherein the control unit displays the contents on the paper-type display</u>

<u>medium when the times-of-use is smaller than the limited times-of-use.</u>


43. (Withdrawn) An information providing system comprising: a display device which

displays contents; a unit which receives the contents and a contents code

corresponding to the contents code; a storage unit which stores the contents and the

contents code; a code reading unit which reads the contents code from an article on

which the contents code is recorded; and a control unit which obtains the contents

corresponding to the contents code read by the code reading unit from the storage unit

and displays the contents on the display device.

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44. (Withdrawn) The information providing system according to claim 43, wherein the
control unit obtains the contents corresponding to the contents code read by the code
reading unit from the storage unit and displays the contents on a paper-type display
medium.

45. (**Currently Amended**) An information providing method comprising:

    a step which receives contents and a contents code corresponding to the
contents;

    a step which stores the contents and the contents code;

    a **code reading** step which reads the contents code from a paper-type display
medium on which the contents code is recorded; and

    a **control** step which obtains the contents corresponding to the contents code
read by the code reading ~~unit~~ **step** and controls to display the contents on the paper-
type display medium,

    **wherein the control unit records a code indicating a times-of-use, which is
a number of times the contents are displayed on the paper-type display medium,
on the paper-type display medium,**

    **wherein the code reading unit comprises a unit which reads a code
indicating a limited times-of-use from the paper-type display medium and a unit
which reads the times-of-use from the paper-type display medium, and**

    **wherein the control unit displays the contents on the paper-type display
medium when the times-of-use is smaller than the limited times-of-use.**

46. (Original) The information providing method according to claim 45, further
comprising:

    a step which assigns a contents code corresponding to the contents; and

    a step which applies the contents code to the paper-type display medium.

47. (Withdrawn) An information providing method comprising: a step which receives
contents and a contents code corresponding to the contents; a step which stores the
contents and the contents code; a step which reads the contents code from a paper-

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type display medium on which the contents code is recorded; and a step which obtains

the contents corresponding to the contents code read by the code reading unit and

controls to display the contents on a display device.

48. (Withdrawn) The information providing method further comprising a step which

obtains the contents corresponding to the contents code read from the paper-type

display medium and displays the contents on the paper-type display medium.

49. (Withdrawn) The information providing method according to claim 47, further

comprising: a step which assigns a contents code corresponding to the contents; and a

step which applies the contents code to the paper-type display medium.